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A note on changing regulation in international business: The world intellectual property organization (wipo) and artificial intelligence

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Abstract

Artificial intelligence (AI) has quickly become a technology that serves public, commercial, and research purposes. By all expectations, AI will increasingly have a significant impact on the operations of international business. On December 13, 2019, the World Intellectual Property Organization (WIPO) invited member states and other multilateral institutions to contribute to the generation of guidelines that seek to regulate the application of AI within the intellectual property system. In this chapter, the authors discuss the possible effects of the upcoming WIPO regulation on international business. © 2021 Emerald Publishing Limited.

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